

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-20 (Canceled).

Claim 21 (Currently Amended): A method for managing sales activities, said method comprising the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;

retrieving maturity items included in said information from said database, said maturity items corresponding to one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order;

displaying said retrieved maturity items on a predetermined displaying unit;

inputting presence or absence of achievement of said display maturity items via an input device; [[and]]

updating said database to store information representing that said maturity stage has been achieved, when achievements are input for all maturity items corresponding to said maturity stage; and

predicting a demand quantity of a product to be sold, by adding up maturity stages that have been achieved in said updated database.

Claim 22 (Currently Amended): The method of Claim 21, wherein ~~said plurality of predetermined maturity stages comprises:~~

~~nine predetermined maturity stages~~ said information relative to said plurality of predetermined maturity stages includes a scheduled stage completion date; and

in said updating step, in a case where said database has not been updated to store achievement for said maturity stage even after the scheduled stage completion date passes, information indicative of a delay is stored in said database in association with said maturity stage.

Claim 23 (Currently Amended): The method of Claim [[21]] 22, wherein ~~said plurality of predetermined maturity stages comprises:~~

~~a customer connection making stage;~~

~~a customer relations making stage;~~

~~a customer research stage;~~

~~a customer attraction stage;~~

~~a product research stage;~~

~~an issue resolution stage;~~

~~a formal proposal stage;~~

~~a problem resolution stage; and~~

a contract forming stage in said updating step, passage of the scheduled stage completion data is managed based on a predetermined timer for sequentially generating date/time information representing a present date and time.

Claim 24 (Currently Amended): The method according to Claim 21, wherein ~~said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~status information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer~~ said database further stores customer information;
and

said customer information includes a position title of a person in charge.

Claim 25 (Currently Amended): The method according to Claim 21, wherein ~~said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~at least one of transaction status information and transaction quality information~~ said plurality of predetermined maturity stages is classified into nine stages of:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.

Claim 26 (Currently Amended): The method according to Claim 21, further wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

~~completion status~~ information representing a specific content of an activity for achieving a maturity stage and a scheduled performance date on which said activity is to be performed;

information representing a scheduled stage completion date for a maturity stage;

maturity items for determining whether a maturity stage has been achieved; and

information representing whether each of said plurality of predetermined maturity items has been achieved.

Claim 27 (Currently Amended): The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises~~[[:]]~~ a plurality of flags, including scheduled stage completion time a non-scenario flag, a scenario reviewed flag, a delay scenario flag, a non-maturity plan flag, a non-reviewed maturity plan flag, a maturity completion flag, and a maturity delay flag; and

in said updating step, a status of each of said plurality of flags is updated.

Claim 28 (Currently Amended): ~~The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~stage completion delay information~~ A sales-activity management system, comprising:
a storing unit configured to store in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said plurality of predetermined maturity stages corresponding to intermediate goals set for achieving the sales transaction;

a retrieving unit configured to retrieve maturity items included in said information from said storing unit, said maturity items corresponding to one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order;

a displaying unit configured to display said retrieved maturity items;

an inputting unit configured to input presence or absence of achievement of said displayed maturity items;

an updating unit configured to update said storing unit to store information representing that said maturity stage has been achieved, when achievements are input for all maturity items corresponding to said maturity stage; and

a predicting unit configured to predict a demand quantity of a product to be sold, by adding up maturity stages that have been achieved in said updated database.

Claim 29 (Currently Amended): ~~The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~recommended changes in action relative to completing a particular stage~~ system according to Claim 28, wherein:

said information relative to said maturity stages includes a scheduled stage completion date; and

in a case where said storing unit has not been updated to store achievement for said maturity stage even after the scheduled stage completion date passes, said updating unit stores information indicative of a delay in said storing unit in association with said maturity stage.

Claim 30 (Currently Amended): ~~The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~business target information~~ system according to Claim 29, wherein said updating unit manages passage of the scheduled stage completion date based on a predetermined timer for sequentially generating date/time information representing a present date and time.

Claim 31 (Currently Amended): ~~The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:~~

~~sales scenario data relative to a particular customer~~ system according to Claim 28, wherein;

said storing unit further stores customer information; and

said customer information includes a position title of a person in charge.

Claim 32 (Currently Amended): ~~A sales activity management~~ The system according to Claim 28, comprising:

~~a storing unit configured to store in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;~~

~~a retrieving unit configured to retrieve maturity items included in said information from said storing unit, said maturity items corresponding to one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order,~~

~~a displaying unit configured to display said retrieved maturity items;~~

~~an inputting unit configured to input presence or absence of achievement of said displayed maturity items; and~~

~~an updating unit configured to update said storing unit to store information~~
~~representing that said maturity stage has been achieved, when achievements are input for all~~
~~maturity items corresponding to said maturity stage~~ wherein said plurality of predetermined
maturity stages is classified into nine stages of:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.

Claim 33 (Currently Amended): The system of Claim [[32]] 28, wherein ~~said~~
~~plurality of predetermined maturity stages comprises:~~

~~nine predetermined maturity stages~~ said information relative to each of a plurality of
predetermined maturity stages of a sales transaction with a specific customer comprises:

information representing a specific content of an activity for achieving a maturity
stage and a scheduled performance date on which said activity is to be performed;

information representing a scheduled stage completion date for a maturity stage;

maturity items for determining whether a maturity stage has been achieved; and

information representing whether each of said maturity items has been achieved.

Claim 34 (Currently Amended): The system of Claim [[32]] 28, wherein: ~~said plurality of predetermined maturity stages comprises:~~

~~a customer connection making stage;~~

~~a customer relations making stage;~~

~~a customer research stage;~~

~~a customer attraction stage;~~

~~a product research stage;~~

~~an issue resolution stage;~~

~~a formal proposal stage;~~

~~a problem resolution stage; and~~

~~a contract forming stage~~ said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises a plurality of flags, including a non-scenario flag, a scenario reviewed flag, a delay scenario flag, a non-maturity plan flag, a non-reviewed maturity plan flag, a maturity completion flag, and a maturity delay flag; and

said updating step updates a status of each of said plurality of flags.

Claim 35 (Currently Amended): A computer readable recording medium storing a program for controlling a computer to execute the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;

retrieving maturity items included in said information from said database, said maturity items corresponding to one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order; and

displaying said retrieved maturity items on a predetermined displaying unit;
inputting presence or absence of achievement of said displayed maturity items via an input device; [[and]]

updating said database to store information representing that said maturity stage has been achieved, when achievements are input for all maturity items corresponding to said maturity stage; and

predicting a demand quantity of a product to be sold, by adding up maturity stages that have been achieved in said updated database.

Claim 36 (Currently Amended): The ~~method~~ recording medium of Claim 35, wherein: ~~said plurality of predetermined maturity stages comprises:~~

~~nine predetermined maturity stages~~ said information relative to said maturity stages includes a scheduled stage completion date; and

in said updating step, in a case where said database has not been updated to store achievement for said maturity stages even after the scheduled stage completion date passes, information indicative of a delay is stored in said database in association with said maturity stage.

Claim 37 (Currently Amended): The ~~method~~ recording medium of Claim 35, wherein said plurality of predetermined maturity stages ~~comprises~~ is classified into nine stages of:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;
an issue resolution stage;
a formal proposal stage;
a problem resolution stage; and
a contract forming stage.